

FAX# 610-225-1191
CREDIT RISK !!
HARRIS REPORT FROM REP AUG7/12 17.26
CHANGES *** KVVU-TV ***

BUYER NAME KAREN BENCKIN

SALES PRSN PH- TERESA DIFURIA

TOWSON, MD 21286

CLASS: NATL. LOCAL REGIONAL

PRODUCT	AMERS FOR PROSPERITY	EST#463	COMMENTS: (LINE, ORDER, INVOICE)
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FLIGHT DATES AUG8/12 AUG14/12 WK-1

CITY TAX _____ STATE TAX _____ CO-OP BILLING NEEDED _____ DATE AUG7/12 17.26

REP: OK'D M1 SEE LINE 11
TOTAL SAME
PLS CNF THANKS
NIKKI

STA:

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

ALL STATIONS USING ELECTRONIC INVOICING - AGENCY IDB #1021
AN ELECTRONIC INV.WEBSITE "EMEDIA TRADE-INVOICING" IS ALSO AVAILBLE
FOR THIS AGENCY. THE IDB# FOR THE WEBSITE IS: EMT12009
AMERICANS FOR PROSPERITY

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
5	S		700P-1000P	30		\$750.00	8/11	8/11	1		SAT	1
AGENCY ADVERTISER CODE = AGENCY PRODUCT CODE = AGENCY EST# = 463												
PROGRAM : MLB BASEBALL RA50+ : 5.0												

REP HEADLINE# 6262536 TRF# 488230
\$\$\$ MOD# 0: UNAPPROVED REV #1 \$\$\$

REP: TEL# 610-293-4100 FAX# 610-225-1191
CREDIT ADVISORY: AGENCY CREDIT RISK !!
ORDER WORKSHEET HARRIS REPORT FROM REP AUG7/12 17.26
*** KVVU-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
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11	A		800P-900P	30		\$750.00	8/11	8/11	1		SAT	1
PROGRAM : COPS												
RA50+ : 5.0												
ORD COM1: SPOT N/A DUE TO NO MLB. MG OFFER 'COPS'. PRE-BOOKED PLS APPROVE.												
THIS IS A MAKE-GOOD FOR AUG11 ON LINE-5 FOR 1 SPOT/WK												
STATION MAKEGOOD OFFERS:												
M1	OK'D	BUY#5	MISSED: SAT/700P-1000P				AUG11		30S	\$750.00	(AUG3/12)	
			OFFER: SAT/800P-900P				AUG11		30S	\$750.00	PLS ADVISE.	
			CMT: SPOT N/A DUE TO NO MLB. MG OFFER 'COPS'. PRE-BOOKED PLS APPROVE.									
AUG/12 18800.00												
CONTRACT TOTAL												18800.00
TOTAL SPOTS												19

MARKET TOTALS \$188,000 KVVU 10% KSNV 38% KLAS 31% KTNV 21% KVMY 0% KVCW 0% CABL 0% KTUD 0%

HEAVY NEWS BUY TARGETING A50+. ADDITIONALLY, QUALITATIVE INFO USED FOR A50+. CONCENTRATED ON OLDER SKEWING PROGRAMS THAT INDEXED OVER 100.

SVC- NSI
DEMOS- RA50+*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME
P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE